

EXHIBIT C

Season Opening Hillcross Action

SnowWeek

THE SNOWMOBILE RACING AUTHORITY

TOP GUN

Hibbert Hangs On
To Win Points Titles

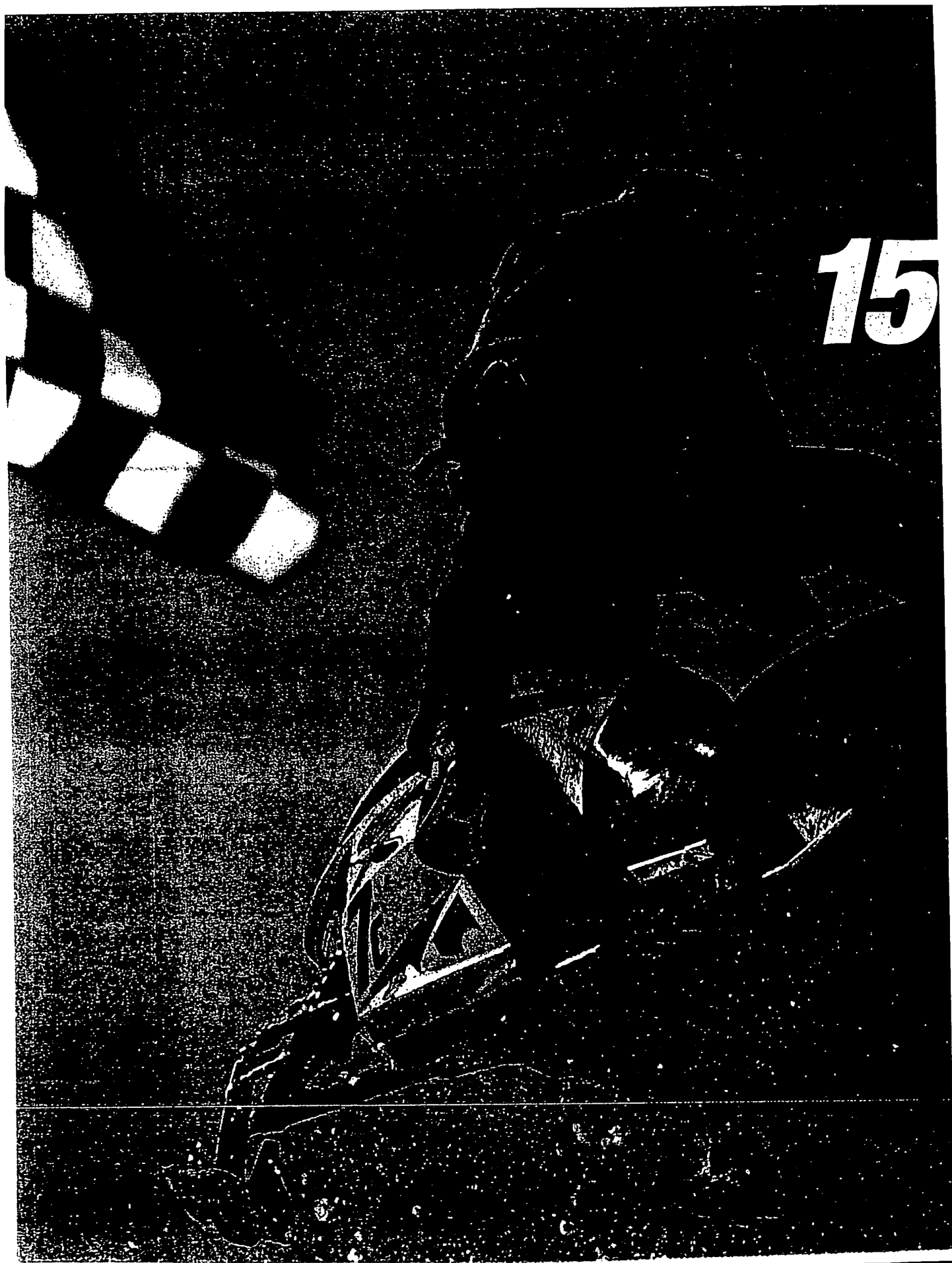
PLUS!

- > Polaris' Rising Star Levi LaVallee
- > Direct Drive Arctic Cat Hits The Snow?

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15



wins for us.

(And 2 for the other 3 manufacturers to fight over)

The season is finally over. And it couldn't have been any sweeter for the Ski-Doo® X-Team. The final total showed the new MX Z® REV™ completely dominated, winning 15 of the 17 races it started. That's 88% for those of you bragging at home. Ski-Doo also captured 7 of 10 WSA pro stock wins. And an overwhelming 64% of all WSA podiums! So, while Tucker Hibbert claimed the WSA point championships, he only won 4 races. Compare that to 15 WSA wins for Ski-Doo and it's not hard to see who truly ruled the racetrack. And that doesn't even include the 2 X-Game wins.

Most recently, the X-Team took 5 out of 6 podiums in Valcourt, captured the Manufacturers Cup at Canterbury, and won both the pro stock and pro open classes at Gaylord. Then finished the WSA season by going 1-2-3 in pro open and 1-2 in pro stock at Lake Geneva.

So, when you add up all the wins from Morgan, Tate, Eckstrom, Kuster, Wolff and Ahmasalo you'll see that Ski-Doo offers the industry's best race sleds. And if you want in on the winning next year, pick up an application for your MX Z REV 440X at ski-doo.com or at your local dealer. They're due April 15th.



There's nothing like it.

Attempt a double finger clicker at ski-doo.com.

These guys are professionals on a closed course. Like most things that are any fun, snowmobiling can be a dangerous activity. Ride responsibly. Wear protection over anything that feels valuable. And never, ever drink and ride.



Cat Gets Direct?

According to some insiders, a 2002 ZR 440 Sno Pro was getting some awesome holeshots at the WSA District 1 South race at Trollhaugen ski area in Dresser, Wisconsin, March 16-17. How good? The stock 440cc sled was pulling on the mods out of the first corner and part way up the hill off the start. And it was putting four to five sled lengths between it and the other stockers off the line. The sled was also 14 pounds lighter than a normal Sno Pro. So what gives, you ask?

The sled was equipped with a Black Diamond direct drive system. The Black Diamond system totally eliminates the jackshaft and chaincase. It mounts down low on the left side of the sled. It uses gears instead of a chain drive and also uses a Black Diamond roller secondary clutch that has a smaller diameter than a stock Arctic Cat clutch.

WSA District 1 South Race Director (and former racer) Craig Rutschow rode the sled and said it "pulled hard up the hill." He said it pulled harder than a Sno Pro equipped with a conventional chaincase. But Rutschow added that the Sno Pro equipped with the conventional chaincase seemed to pull longer at the top of the hill. Interesting. Stay tuned to *Snow Week* and www.snowmobilenews.com for more information on this unique drive system.

Ready For The Thaw

As the lakes turn to mush, racers in the International Watercross Association (IWA) are busy getting their sleds ready for the upcoming season. The 2002 schedule is nearly complete. (See Race Schedule) with all races and dates set except for the Frederick, Wisconsin, event. IWA has also approved a few key rule changes for the 2002 season.

- Pro Stock Oval qualifying will be round robin with 12 drivers advancing to race on Sunday.
- Combined weight of sled and driver is a minimum of 550 pounds for all classes.
- Trail Stock Drags, Pro Stock Oval and Semi-Pro Ovals: 0-800cc engines must run single exhaust.
- 0-700cc may use aftermarket twin triple silenced exhaust.
- All drag classes will be run four at a time. Finish line officials may be elevated to help determine the finishes.
- Mod 700 engines: 0-720cc two cylinder rotary valve, reed valve and piston port may have consumer available aftermarket cylinders with a 40mm straight bore carburetor restriction.
- Snell 95 helmets required (New last year).
- Tech will especially enforce 6-inch contrasting numbers on both sides of windshield or hood.

Also new last year was a jump event. This event will be added to the full season this year. Rules



regarding how the competition will be run are in development. IWA will likely not use a distance method to determine winners. According to IWA President Jeff Fischer, "If someone goes balls out and hits the ramp at 75 MPH, they're going to get hurt." Instead IWA is considering a three-lap timed event that incorporates the jump or a pure freestyle competition.

Finally, the IWA and World Snowmobile Association (WSA) are working with ESPN to bring watercross to the Summer X Games in Philadelphia, Pennsylvania. There's no word yet on whether it will be an actual event, but according to Fischer, racers are going to compete whether there is an official event or not.

Racing Four-Strokes?

With all the factories having four-stroke snowmobiles, there's been talk of how (or if) to incorporate them into racing. It seems as if now something will happen and four-strokes will be a part of some race circuit programs. The folks at International Snowmobile Racing (ISR) are in the thick of trying to figure out how to do it. The biggest quandary we have now is what to do with the four-stroke snowmobiles, said ISR's Tom Berkley. "We're certainly going to bring it to the table at the rules meetings [this spring]," Berkley said that they will have to have some flexibility including four-strokes into race programs and that four-stroke and two-stroke machines might race against each other. "My own opinion is that we should probably find a way to have all the stock snowmobiles race together," he said.

"Bond, James Bond"

Ski-Doo's MX Z REV machines have garnered a lot of attention from us snowmobilers. But it seems it's received some attention from those Hollywood types as well. The MX Z REV will be featured in the next James Bond movie. Ski-Doo had a custom-painted James Bond REV at its dealer meeting in Reno, Nevada, in February. Ski-Doo officials confirmed that the sled will be in the movie. Word has it the Pierce Bronson (Mr. James Bond) or a stunt double will pilot the sled in at least one scene.



Pake Sprints Again

Brad Pake, who sold his sprint car last year, was back behind the wheel recently, according to Brian Sturgeon, Arctic Cat's race director. Pake recently did a two- to three-week stint down South. It seems the team who bought Pake's car last season wasn't happy with their driver's performance, so they asked Pake if he was interested in driving again. Obviously, he was.



Speed Demon

Chris Hanson made quick work of his long drive to North Bay, Ontario. The Lindstrom, Minnesota, resident drove his modified snowmobile to a record-breaking 167.2 MPH at the Double D Testing & Racing event on March 16. The snowmobile, in a custom Anderson chassis, posted 165 MPH on its first pass. The 167.2 MPH is enough to break the speed record for a snowmobile powered by one engine. Hanson said that deteriorating track conditions and a shortened course prevented him from going even faster — he was hoping for the 170 MPH range. The machine is powered by a billet 1200cc Union Bay engine.

Aaen V-4 Notches First Win

Olav Aaen's hand-built 1025cc V-4 engine captured its first class win at the 2002 Hayward Winterfest drags in Hayward, Wisconsin. Driver Rob Carlson took first in the 1100 Open Mod final. Carlson also took second in the Unlimited class on the sled. The engine, which Aaen has been racing for the past seven seasons, can rev to 12,000 rpm, and produces a claimed 275 hp at 10,000 revs. The engine is fuel injected and is suitable for both snowmobile and auto racing, where it has competed in the D-Sports Racer (DSR) class in Sports Car Club of America (SCCA) racing for a number of seasons.

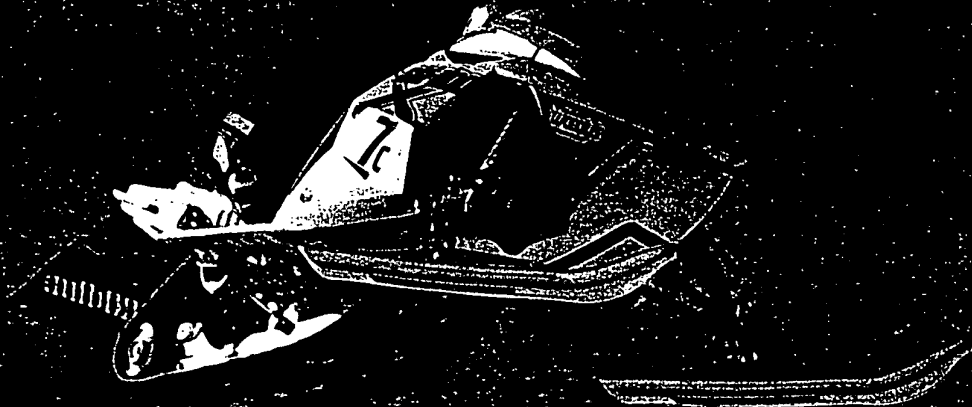


Nice Guy Goes Outlaw

Aaron Scheele may be a good guy 363 days a year, but on April 6-7, he'll become an outlaw. M.C. Promotions, which has put on snocross races for the past five years, will pay tribute to Scheele's career by organizing an outlaw race in his honor. But Scheele won't get off too easily — he's in charge of designing the race track. Scheele's worked with M.C. Promotions in the past designing tracks, so it's not exactly a new venture for the Cat racer. The race will take place at Wild Mountain ski area in Taylors Falls, Minnesota. In addition to a Scheele autograph session, popular Minneapolis radio personality Terri Traen will do the announcing. This is the second time M.C. Promotions has held a race in Taylors Falls, and organizer Joe Morales wants to make it an annual event. For more information on the race call 715/246-1110 or 218/326-6941.



***Racing** is in your **blood.** **Winning** is in ours.*



Winning at any level requires guts, determination and heart. That and the new MX Z⁺ - REV[®]. And while we could get into all the technical reasons why this sled is tearing up the sport, we think the results speak for themselves. Twelve of 14 victories in WSA and Indoor Circuit Pro Open events. Dominating wins by six different riders, including Blair Morgan, Tomi Ahmasalo, Todd Wolff, D.J. Eckstrom, Carl Kuster and Justin Tate. And more of the same on tap for next season, when this radical chassis enters the stock 440 scene. So unless you want to be another stunned onlooker, it's time to fill out a Ski-Doo race team application at ski-doo.com or your local dealer. They're due on April 15. And they're guaranteed to bring you a better return than your taxes.



There's nothing like it.

Next year, you are here: www.ski-doo.com

Disclaimer: It's no surprise that a "V" is what separates the REV from red. But hey, if you're looking for a cheap date, be our guest. Whatever you do, don't even try to mimic the moves busted by the professionals pictured here. And always ride protected and sober. Unless you want to be the first to cross the finish line of life.
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